

OSU Fisher Student Teams Develop Strategic Plan for Quilts of Valor Foundation

Purpose

The Project-Based Marketing Consulting course represents a capstone experience for the marketing major at The Ohio State University's Fisher College of Business.

Students work in teams on a real-world, "live" project with the opportunity to integrate and apply everything learned in diagnosis, analysis, research, and making strategic and tactical recommendations for the client. In the fall of 2013, students in this class, taught by Dr. Shashi Matta, worked on a project for the non-profit organization, Quilts of Valor Foundation.

Impact

Student teams developed a comprehensive marketing and communications strategy and execution plan for the Quilts of Valor Foundation.

The leadership team and several volunteers at the Quilts of Valor Foundation interacted with the students by providing insights and helped students understand, through primary and secondary research, how a community-based non-profit organization is managed and run.

The Quilts of Valor Foundation selected two winning teams based on the strategy and execution plans presented by all the teams. Students had a chance to learn from their peers. The Quilts of Valor Foundation invited a student from the winning team, Joshua Beard, to serve on the organization's Board of Directors to oversee the implementation of the proposed ideas.



Ohio State Colleges/Units Involved

Fisher College of Business
Department of Marketing and Logistics

Community Partners Involved

The Quilts of Valor Foundation

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